WHAT IS CLAIMED IS:

1. A striking implement for attenuating transverse shock waves propagating through said striking implement, comprising:

a barrel component having a distal end and a proximal end, said proximal end tapered to a thin projection;

a hollow handle component having a proximal end and a distal end, an outer surface wall and an inner surface wall, an outer floor surface and an inner floor surface, said distal end tapered outward so as to receive said proximal end of said barrel; and

an elastomeric material for inserting between said proximal end of said barrel component and said distal end of said handle component.

2. The striking implement of claim 1 wherein said elastomeric material has a modulus of elasticity and damping factor such that the vibrations of said tapered proximal end of said barrel embedded in said elastomeric material are largely absorbed by said elastomeric material.

3. The striking implement of claim 1 further comprising an anchor for securing said barrel within said elastomeric material and said hollow handle component.

4. The striking implement of claim 3, wherein said anchor further comprises:

an anchor projection extending out from said thin projection in a direction generally perpendicular to said thin projection; and

a projection extending out from the outer surface wall of said handle and forming a ledge within said inner surface wall of said handle for receiving said anchor projection.

5. The striking implement of claim 3, wherein said anchor further comprises:

an anchor projection extending out from said thin projection in a direction generally perpendicular to said thin projection; and

a lip extending from said distal end of said handle, said lip overlapping said anchor projection so as to prevent dislodgment of said proximal tapered end of said barrel component from within said hollow handle component.

6. The striking implement of claim 3, wherein said anchor further comprises:

a tie rod secured to said tapered proximal end of said barrel component and anchored in at least one location to said inner surface wall of said handle component.

7. The striking implement of claim 6, wherein said tie rod passes through said proximal tapered end of said barrel component.

8. The striking implement of claim 3, wherein said tapered proximal end of said barrel component is directly anchored to the inner surface floor of said hollow handle component.

9. The striking implement of claim 1 wherein said striking implement is a ball bat.

10. The ball bat of claim 9 further comprising a handle knob.

11. The ball bat of claim 9 wherein said distal end of said barrel is hollow, further comprising one or more performance enhancing devices in said hollow distal end of said barrel.

12. The striking implement of claim 1 wherein said striking implement is a golf club.

13. The striking implement of claim 1 wherein said striking implement is a tennis racket.